

Sierra Cascade RNN				
Reach of Channel Utilization for Federal Fiscal Year 05				
Channels utilized for services provided				
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
CHANNELS				
Community Clinics	No		No	
Community Youth Organizations	Yes		Yes	
Faith/Church	No		No	
Farmers' Markets/Flea Markets	Yes		Yes	
Festivals	Yes		Yes	
Food Closets/Food Pantries	No		Yes	
Food Stamp Offices	No		No	
Grocery Stores/Supermarkets	Yes		Yes	
Head Start	No		Yes	
Healthcare Facilities	No		No	
Healthy Start/First Five Commissions	Yes		No	
Indian Tribal Organizations	Yes		Yes	
Internet/Web	No		Yes	
Other Community Based Organizations	No		Yes	
Parks, Recreation Centers	Yes		Yes	
Print	Yes		Yes	
Public Health Department	Yes		Yes	
Radio	Yes		Yes	
Restaurants/Diners/Catering Trucks	No		No	
Schools (K-12)/School Districts	Yes		Yes	
Senior Centers	No		No	
Soup Kitchens/Congregate Meal Sites	No		No	
Television	Yes		Yes	
Universities, Community Colleges	Yes		Yes	
University California Cooperative Extensions	Yes		Yes	
Web/Other Media	No		Yes	
WIC Sites	Yes		Yes	
Worksites/Employers/Labor Groups	No		Yes	
Other	No		No	
RNN TOTALS				

<p style="text-align: center;"><b>Sierra Cascade RNN</b></p> <p style="text-align: center;"><b>Reach of Media Advertising Efforts for Federal Fiscal Year 05</b></p>
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Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>1</b>		<b>1</b>			
<b>TV</b>						
paid TV ads	0	0	0	0	0	0
free TV ads	4	0	0	0	4	0
<b>Radio</b>						
paid radio ads	0	0	1	25,219	1	25,219
free radio ads	0	0	0	0	0	0
<b>Print</b>						
paid ads placed	0	16,500	2	6,010	2	22,510
<b>Outdoor</b>						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	48,000	2	1,800,000	2	1,848,000
<b>RNN TOTALS</b>	<b>4</b>	<b>64,500</b>	<b>5</b>	<b>1,831,229</b>	<b>9</b>	<b>1,895,729</b>

Consumer Impressions may be duplicate counts

**Sierra Cascade RNN**  
**Reach of Public Relation Efforts for Federal Fiscal Year 05**

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>1</b>		<b>1</b>			
<b>TV</b>						
# Agencies that submitted media alerts or tip sheets to TV	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# press releases submitted	0	n/c	4	n/c	4	n/c
TV stories aired from releases	2	n/c	3	n/c	5	n/c
Total TV interviews conducted	0	n/c	1	n/c	1	n/c
TV stories from interviews	2	28,800	1	75,000	3	103,800
<b>Total number of TV inputs</b>	<b>4</b>	<b>28,800</b>	<b>10</b>	<b>75,000</b>	<b>14</b>	<b>103,800</b>
<b>Radio</b>						
# Agencies that submitted media tip sheets to radio	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to radio	0	n/c	12	n/c	12	n/c
Radio Stories from releases	4	n/c	2	n/c	6	n/c
Total # radio interviews conducted	4	n/c	2	n/c	6	n/c
Total # radio interviews aired	4	36,800	2	3,800	6	40,600
<b>Total number of radio inputs</b>	<b>12</b>	<b>36,800</b>	<b>19</b>	<b>3,800</b>	<b>31</b>	<b>40,600</b>
<b>Print</b>						
# Agencies that submitted any tip sheets to newspaper	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	2	n/c	13	n/c	15	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to print	0	n/c	9	n/c	9	n/c
Total print stories printed	10	315,570	12	175,730	22	491,300
Interviews with print outlets	0	n/c	3	n/c	3	n/c
Print Stories from interviews	0	0	3	42,450	3	n/c
<b>Total number of print inputs</b>	<b>13</b>	<b>315,570</b>	<b>42</b>	<b>218,180</b>	<b>55</b>	<b>491,300</b>
<b>RNN TOTALS</b>	<b>29</b>	<b>381,170</b>	<b>71</b>	<b>296,980</b>	<b>100</b>	<b>635,700</b>

n/c = not collected

Consumer Impressions may be duplicate counts

**Sierra Cascade RNN**  
**Reach of Media Advocacy Efforts for Federal Fiscal Year 05**

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>1</b>		<b>1</b>			
# Feature Articles Submitted	1	n/c	2	n/c	3	n/c
Total Feature Stories Run	1	100,000	2	100,000	3	200,000
# Letters to Editor Submitted	0	n/c	0	n/c	0	n/c
Total Letters to the Editor Run	0	0	0	0	0	0
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
<b>RNN TOTALS</b>	<b>2</b>	<b>100,000</b>	<b>4</b>	<b>100,000</b>	<b>6</b>	<b>200,000</b>

n/c = not collected

Consumer Impressions may be duplicate counts

Sierra Cascade RNN  
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
<b>RNN CONTRACTS</b>	<b>1</b>		<b>1</b>			
<b>Grocery Stores</b>						
# taste tests at grocery stores	0	0	36	1,075	36	1,075
# grocery store tours	0	0	56	1,336	56	1,336
# other grocery promotions	0	0	36	1,325	36	1,325
<b>Total Grocery Store Events</b>	<b>0</b>	<b>0</b>	<b>128</b>	<b>3,736</b>	<b>128</b>	<b>3,736</b>
<b>Farmer's Markets</b>						
# farmer's market taste tests	0	0	24	2,030	24	2,030
# farmer's market tours	0	0	0	0	0	0
# other farmers market events	0	0	26	1,250	26	1,250
<b>Total Farmers Market Events</b>	<b>0</b>	<b>0</b>	<b>50</b>	<b>3,280</b>	<b>50</b>	<b>3,280</b>
<b>Restaurants</b>						
# taste tests at restaurants	0	0	0	0	0	0
# restaurant tours	0	0	0	0	0	0
# other restaurant promotions	1	600	0	0	1	600
<b>Total Restaurant Events</b>	<b>1</b>	<b>600</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>600</b>
<b>School and Worksite Food Service</b>						
# cafeteria merchandising	2,340	1,345,230	44	48,290	2,384	1,393,520
# menu promotions	0	0	0	0	0	0
# other school and worksite promotions	0	0	0	0	0	0
<b>Total School and Worksite Events</b>	<b>2,340</b>	<b>1,345,230</b>	<b>44</b>	<b>48,290</b>	<b>2,384</b>	<b>1,393,520</b>

Reach of Sales Promotions Activities continued on the next page

Consumer Impressions may be duplicate counts

Sierra Cascade RNN  
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

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Sierra Cascade RNN  
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

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Sierra Cascade RNN  
Reach Personal Sales for Federal Fiscal Year 05 (Page 2 of 4)

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Sierra Cascade RNN  
Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

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Sierra Cascade RNN						
Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)						
Environmental change includes changes to the economic, social or physical environments.						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005			
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
ENVIRONMENT						
Developed and maintained partnerships to work towards environmental change	No		Yes			
Developed/maintained school or community garden	No		No			
Encouraged restaurants and grocery stores to carry culturally appropriate foods and healthier choices	No		Yes			
Improved access and appearance of stairwells	No		No			
Improved food choices in cafeterias and worksites	No		No			
Improved transportation to and from markets	No		No			
Increased daily nutrition announcements, tips and posters in schools and worksites	Yes		Yes			
Increased distribution and access to fruits and vegetables in local stores	No		No			
Increased fruits and vegetables at group functions	Yes		Yes			
Increased lighting, paths, times to promote biking and walking	No		No			
Increased promotion of and access to information for federal food assistance programs	No		Yes			
Initiated/Implemented farmers' market, coop, CSA or other agriculture related environmental change	No		Yes			
Initiated/Implemented school salad bar program	Yes		No			
Limited access to high fat milk products	No		No			
Limited access to soda	No		No			
Limited access to unhealthy foods	No		No			
Made healthy snack carts available	No		No			
Replaced vending machine choices with healthier foods	Yes		Yes			
RNN TOTALS						
Policy, Systems & Environment changes continue on the next page.						

Sierra Cascade RNN				
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)				
Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.				
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
POLICY				
Adopt local policies that require sidewalks, bike paths and safe routes	No		No	
Establish policies that make after school programs are available and promote nutrition and physical activity	No		No	
Established commercial free schools	No		No	
Established policies about serving healthier foods at meetings or event	Yes		Yes	
Established policies regarding food stamps, food security or food banks	No		No	
Established policies that decreased unhealthy foods and beverages at schools	No		No	
Established policies that ensure implementation of physical education in K-12	No		Yes	
Established policies that require at least 50% of food in school food service are healthy options	No		Yes	
Established policies to encourage development of healthy food vendors	No		Yes	
Ratified rules to promote physical activity	No		No	
Worked with Farmers' Markets to increase participation in food assistance programs	Yes		No	
Worked with groups for policy agenda	Yes		Yes	
RNN TOTALS				

